GOVERNMENT OF INDIA
STEEL
LOK SABHA

UNSTARRED QUESTION NO:1740
ANSWERED ON:23.08.2007
SELLING OF PRODUCTS BY SAIL THROUGH RETAIL OUTLETS
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Will the Minister of STEEL be pleased to state:

(a) whether Steel Authority of India Limited (SAIL) has decided to brand its products and sell them through its retail outlets;

(b) if so, the details of action plan prepared by SAIL for the operation of such outlets; and

(c) the details of products, SAIL proposes to make available through such retail outlets?

Answer

MINISTER OF STATE IN THE MINISTRY OF STEEL (DR. AKHILESH DAS)

(a) Yes, Sir. SAIL has branded Thermo Mechanical Treated (TMT) bars as "SAIL TMT" and Galvanised Plain (GP)/ Galvanised Corrugated (GC) Sheet as "SAIL Jyoti". SAIL is marketing the above two branded products through its dealer network currently located in all states and Union Territories of India and across 602 districts.

(b) A plan has been undertaken by SAIL to promote sales of branded products through district dealer outlets, detail of which are as given below:

i) In order to improve the reach of products of mass consumption for common man, SAIL has decided to appoint district dealers in each and every district in the country. Thereafter, SAIL plans to cover other Towns and Blocks to bring its outlets closer to the consuming centers. Presently, 1093 dealers have been appointed covering 602 districts.

ii) To promote sales through its retail outlets SAIL has made arrangements to transport the materials to the dealers' premises free of cost through SAIL's own transport arrangement. At the same time promotional activities viz. availability of product brouchers/ technical literature to the dealers, publicity, regular dealers/ mason meets and distribution of promo items have been undertaken.

iii) Maximum Recommended Retail Price (MRRP) is fixed by SAIL for sale of its products through its retail outlets by the dealers.

(c) At present SAIL proposes to make available the following products for sale through the aforesaid District Dealers outlets :

i) TMT − Bars & Coils;

ii) GP Sheets/Coils & GC Sheets;

iii) Small quantity of Hot Rolled/Cold Rolled Sheets and Light Structurals can also be supplied.